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APPLICANT(S): BEN-SHALOM, Amir et al.  
SERIAL NO.: 10/529,377  
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**AMENDMENTS TO THE CLAIMS**

Please add or amend the claims to read as follows, and cancel without prejudice or disclaimer to resubmission in a divisional or continuation application claims indicated as cancelled:

1-25. (cancelled)

26. (Currently Amended) A distinct color LCD apparatus including:

at least one layer of encapsulated cholesteric liquid crystal material;  
electrically conductive means for addressing a plurality of parallel addresses across the encapsulated cholesteric liquid crystal material in the at least one layer; and  
an electrical pulse driving means connected to said electrically conductive means and arranged to supply drive signals to the plurality of parallel addresses to drive the cholesteric liquid crystal material selectively into a homeotropic state or a planar state, the electrical pulse driving means being arranged to supply drive signals which provide a predetermined grey level by driving the cholesteric liquid crystal material, within a predetermined time period, into homeotropic state in a fraction of [[a]] said predetermined time period and into the planar state in the remainder of said predetermined time period, said fraction being selected in accordance with the grey level.

27. (Previously Presented) The distinct color LCD apparatus according to claim 26, further including a pair of glass plates on opposite sides of the at least one layer of encapsulated cholesteric liquid crystal material.

28. (Previously Presented) The distinct color LCD apparatus according to claim 26, further including a front plate made of glass.

29. (Previously Presented) The distinct color LCD apparatus according to claim 26, further including a back plate made of glass.

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30. (Previously Presented) The distinct color LCD apparatus according to claim 26, further including a back plate made of a nonvolatile inert solid material.
31. (Previously Presented) The distinct color LCD apparatus according to claim 30, wherein the back plate is one selected from the group consisting of being colored black, being transparent and being reflective.
32. (Previously Presented) The distinct color LCD apparatus according to claim 30, wherein the back plate is colored with a predetermined spectral bias selected to enhance color characteristics of the most proximate encapsulated cholesteric liquid crystal material in the at least one layer.
33. (Previously Presented) The distinct color LCD apparatus according to claim 26, further including at least one "color" layer selected from the list:
- A. a black near ultra violet layer;
  - B. a black near infra red layer;
  - C. a black visible spectrum absorptive layer.
34. (Previously Presented) The distinct color LCD apparatus according to claim 26, wherein the electrically conductive means are arranged to generate an electric field oriented substantially perpendicular across the at least one layer of encapsulated cholesteric liquid crystal material.
35. (Previously Presented) The distinct color LCD apparatus according to claim 26, wherein the electrically conductive means includes ITO on facing surfaces of the at least one layer.

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36. (Previously Presented) The distinct color LCD apparatus according to claim 26, wherein the electrically conductive means includes vapor deposited conductors on facing surfaces of the at least one layer.
37. (Previously Presented) The distinct color LCD apparatus according to claim 26, wherein the electrical pulse driving means is arranged to supply drive signals which provide a predetermined grey level by the drive signals being formed, in a number of predetermined portions into which said time period is divided, to drive the cholesteric liquid crystal material into the homeotropic state in a number of the portions and into the planar state in the remainder of the portions.
38. (New) The distinct color LCD apparatus according to claim 26, wherein the electrical pulse driving means is arranged to generate a waveform selected from the list: Alternating Current (AC), Balanced Direct Current (bDC), Time Balanced Modulated Charges (tbMC), combinations of the aforesaid, and any of the aforesaid within a predetermined decay envelope.
39. (Previously Presented) The distinct color LCD apparatus according to claim 26, wherein the electrical pulse driving means includes a controller for optimizing refresh time across an ensemble of the substantially parallel addresses.
40. (Previously Presented) The distinct color LCD apparatus according to claim 26, including at least two said layers of encapsulated liquid crystal material maintained proximate to each other and in a substantially parallel orientation.
41. (Previously Presented) The distinct color LCD apparatus according to claim 40, further including structural means for maintaining the at least two said layers proximate to each other and in a substantially parallel orientation.
42. (Previously Presented) The distinct color LCD apparatus according to claim 40, further including an interstitial membrane between a pair of the at least two layers.

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43. (Previously Presented) The distinct color LCD apparatus according to claim 40, wherein the cholesteric liquid crystal material of each one of the at least two layers reflects light of a respective color in the planar state.

44. (Previously Presented) The distinct color LCD apparatus according to claim 42, wherein said colors of the at least two layers include a combination selected from the list:

- A. a red layer and a green layer and a blue layer;
- B. a cyan layer and a magenta layer and a yellow layer;
- C. a red layer and a green layer;
- D. an orange layer and a blue layer;
- E. a yellow layer and a magenta layer.

45. (Previously Presented) The distinct color LCD apparatus according to claim 26, wherein the electrically conductive means provides direct drive of each of said plurality of substantially parallel addresses.

46. (New) The distinct color LCD apparatus according to claim 26, wherein said predetermined time period is sufficiently short such that an average reflectance of the color LCD apparatus over the predetermined time period is perceived without the appearance of visual flicker.

47. (New) A method of driving a distinct color LCD apparatus, said apparatus including at least one layer of encapsulated cholesteric liquid crystal material and electrically conductive means for addressing a plurality of parallel addresses across the encapsulated cholesteric liquid crystal material in the at least one layer, the method comprising:

supplying electrical drive signals to said electrically conductive means to drive the cholesteric liquid crystal material selectively into a homeotropic state or a planar state, said drive signals providing a predetermined grey level by driving the cholesteric liquid crystal material, within a predetermined time period, into homeotropic state in a fraction of said predetermined time period and into the planar

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state in the remainder of said predetermined time period, said fraction being selected in accordance with the grey level.

48. (New) The method of claim 47, wherein said predetermined time period is sufficiently short such that an average reflectance of the color LCD apparatus over the predetermined time period is perceived without the appearance of visual flicker.